

JCT 23 1922 ✓

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ON THE HIGH SEAS ✓

Photoplay in six reels ✓

Adapted by E. Magnus Ingleton from the
story by Edward Sheldon ✓

Directed by Irvin Willat ✓

Author of photoplay (Under Sec. 62)
Famous Players Lasky Corporation of the U. S. ✓

If It's a Paramount Picture, It's the Best Show in Town

PARAMOUNT

You Can't Make a Mistake When It's a Paramount Picture

PRESS

Adolph Zukor presents an Irvin Willat Production
"ON THE HIGH SEAS"
 with
DOROTHY DALTON and JACK HOLT
 Supported by Mitchell Lewis
 A Paramount Picture

SHEET

Advertising and Publicity

CHARLES KENMORE ULRICH, Editor

Exploitation Accessories

Thrilling Photoplay of Fine Pictorial Value is "On the High Seas" with Prominent Players in *Dorothy Dalton and Jack Holt* How Best to Put This Big Production Across

Sketches of Dorothy Dalton, Jack Holt, Mitchell Lewis and Other Screen Notables

EXHIBITORS who publish their own theatre programmes or supply material for theatrical publications will find brief biographical sketches of players in Paramount pictures suitable for that purpose. Here are notes on the stars and players in "On the High Seas" which will make good publicity.

Dorothy Dalton, Famous Star

Dorothy Dalton, Paramount star, who is featured in "On the High Seas," was born in Chicago, Ill., Sept. 23, 1893. She was educated in Chicago and began her stage career in support of Virginia Harned in a stock company, later playing ingenue roles with Hart Conway and Wright Huntington. Then she spent two seasons in vaudeville after which she engaged in motion picture work. "The Flame of the Yukon" instantly won her success. She has appeared in "The Price Mark," "Half an Hour," "L'Apache," "Fool's Paradise," "Moran of the Lady Letty," "The Crimson Challenge," "The Woman Who Walked Alone," "The Siren Call" and others.

Jack Holt, Virile Star

Jack Holt was born in the old Marshall mansion in Virginia, made famous by Sheridan's ride "to Winchester, twenty miles away," May 31, 1888. He is a descendant of Chief Justice Marshall. Has roughed it all over the West, including Alaska, where he developed "pep" dodging between the snowflakes and slipping over the frozen Yukon. After a long series of successful leading roles he won his spurs as a star. He has an unusually strong role in "On the High Seas."

Mitchell Lewis, Trained Player

Mitchell Lewis, who plays the part of a ruffianly stoker in "On the High Seas," made his first big screen hit in "The Barrier." Other notable pictures in which he has played are "Code of the Yukon," "Burning Daylight," "Smoke Bellew," "The Mutiny of the Elsinore" and "At the End of the World." Lewis was born in Syracuse, N. Y. and spent six years in the U. S. Navy. On the stage he played in "The Two Orphans," "The Squaw Man," "Chinese Honeymoon," "Everywoman," and "Ception Shoals."

Winter Hall, Capable Actor

Born in New Zealand and was on the stage of that country and Australia for fifteen years. Came to America and went into motion pictures in 1915. Has been seen in many Paramount pictures. Is well cast in "On the High Seas."

William Boyd, Juvenile

Born in Cambridge, O., Mr. Boyd made his screen debut in Paramount's "Love Insurance." He later appeared in "Why Change Your Wife?" and becoming a member of the Paramount Stock Company he is making a good impression as juvenile. He has a good role in "On the High Seas."

James Gordon, Experienced Player

James Gordon was born in Pittsburgh, Pa., and after

FILLED with novelty, thrill and punch, "On the High Seas," an Irvin Willat production for Paramount with Dorothy Dalton and Jack Holt in the featured roles, and supported by Mitchell Lewis, doubtless will be acclaimed as one of the best sea adventure pictures of the year. Splendidly directed, finely photographed and presenting two notable Paramount stars in roles eminently suited to their artistic capabilities, "On the High Seas" is bound to attract attention wherever it is shown. Irvin Willat, the producer of this romance of the sea, has excelled himself in his latest effort; and the fight scenes aboard a sinking vessel never have been presented to finer pictorial advantage. To confine most of the action of the drama to three players is a cinema feat almost without precedent. "On the High Seas" is a distinct novelty and for the reasons given, it should prove a bonanza for enterprising exhibitors. It is a photoplay whose novelty will impress every lover of the beautiful in pictures.

The Featured Players

The featured players in this production are screen stars of the highest reputation. Dorothy Dalton, with a long record of successes, whose recent picture, "The Siren Call," is compared favorably with her first great success, "The Flame of the Yukon," has a large following of admirers. She is a talented and conscientious worker and her personal magnetism is largely responsible for her vogue.

Jack Holt is a Paramount star whose achievements have placed him in the front rank of American screen luminaries. His work in "North of the Rio Grande," in which he was featured with dainty Bebe Daniels, and his success in "While Satan Sleeps," have demonstrated his versatility as a player of signal attainments, and enormously increased his popularity among screen fans in this country and in foreign lands.

Mitchell Lewis, who heads the supporting cast, is a legitimate actor of recognized artistry. He has been in motion picture work since 1916 and was seen in "The Barrier," and with Betty Compson in "At the End of the World" and with Dorothy Dalton in "The Siren Call." With three featured players of this stellar calibre, "On the High Seas" should lack little in the way of artistic and compelling screen portrayals. The supporting cast is excellent.

Author of Story

Edward Sheldon, a playwright of skill, who won fame with his plays, "Salvation Nell," "The Nigger" and "The Song of Songs," wrote the story of "On the High Seas." This is his first story written for the screen and that it will not be the last, seems a certainty. The theme is one of exceptional dramatic strength.

The Scenarist

A scenarist of unusual ability, as the script of "On the High Seas" amply indicates, is E. Magnus Ingleton. Miss Ingleton formerly was scenarist with the Thomas H. Ince forces and she made

Van Allen, her fiance, insists upon an early wedding, and the day is set.

Meanwhile, Leone seeks Jim of whom all trace seems to have been lost. She is in her motor car on the way to church where Van Allen is awaiting her when the machine is halted. A masked man leaps out of another machine and seizing her, forces her into his automobile which speeds away. Leone recognizes in her abductor, Jim, and she is overjoyed. They come to a fine mansion and Jim tells her it is the home of his future bride. A clergyman is awaiting them and their wedding follows, just as Leone's father and brother appear. As the secret of Jim's high social position and wealth is revealed, and all congratulate each other, Van Allen, disappointed, leaves the church, the doors of which are closed. The black kitten enjoys a banquet in the kitchen, while Jim embraces his bride.

The Cameraman

There are few screen photographers who are better known than C. E. Schoenbaum, whose skill is delightfully displayed in the marine views in "On the High Seas." Mr. Schoenbaum has photographed scores of Paramount successes, and his latest effort as a cameraman proves indisputably that his genius is as forceful as ever.

The High Spots

There are many dramatic scenes in "On the High Seas" which may be played up to advantage by exhibitors in their exploitation of the picture. The burning of a steamship, its abandonment by the crew and passengers, its foundering, the discovery of the shipwrecked three of a derelict schooner, the storm and sinking of the vessel, the rescue by a man o' war and the blowing up of the vessel, are only a few of the remarkable scenes that go to make this picture a gem of its kind.

Beautifully photographed, these scenes stand out with cameo-like clearness. They

Unique Lobby Decorations, Shop Tie-ups, Bottle Stunt and Prologue Hints

IF you understand the term 'limit' then you will know just what the possibilities of "On the High Seas" are, for it is a picture which you can advertise to the limit. The story, cast and direction are one hundred per cent. and live-wire exploitation is the best way with which to acquaint your patrons and prospective patrons of these facts.

Your Lobby Decoration

The entrance to your theatre can be appropriately dressed with nautical designs for this picture. A coil of rope here, a lifebuoy there, an anchor somewhere else; this should be the procedure. If your lobby is wide enough, and you can secure it, procure a rather battered boat and label it to the effect that in just such a boat as this, two men and a young woman were cast adrift in mid-Pacific and only rescued after a series of thrilling adventures, all of which will be depicted in "On the High Seas." Compasses, a sextant, marline spikes, blocks and tackle and other articles common to a ship, can also add to the lobby display.

Possible Slogan for Picture

There is the possibility of a slogan in the title of this picture, one to be used along the lines of a business boost. For instance, there is such a slogan as "This Town is ON THE HIGH SEAS of Prosperity. Buy Now!!!" This is an idea for local business men to adopt, and your suggestions will undoubtedly be of great value to them.

Shop Tie-Ups

There are exceptional possibilities for shop tie-ups, especially if you happen to be in a shipping town. In such places the majority of stores carry some line or another of marine supplies and you can immediately link the fact of these articles being used on the high seas, with the picture. Should there be a particular display of compasses and sextants, you might have a card prepared, with a neat diagram tracing the way from this particular store to your theatre. The card can be so worded that the compasses can be shown as the director of man's path On the High Seas, while the diagram can be referred to as showing the way for anybody to "ON THE HIGH SEAS."

A Bottle Stunt

Another seaside stunt will be to have a bottle found by someone or other along the sea shore, containing a message. This message can purport to have been written by someone in distress on the high seas, and certain parts of it can be so blurred as to be illegible. Have it read something along the following lines:—

ON THE HIGH SEAS

"Only two days water left — boat leaking badly — Miss almost unconscious — left steamer afire five days ago — stoker threatened murder during the morning — hope my strength will hold out — think we are about Latitude Longitude now — will the finder of this please take it to number"



DOROTHY DALTON and JACK HOLT

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James Gordon, Experienced Player

James Gordon was born in Pittsburgh, Pa., and after ten years on the stage entered the motion picture field, playing in Edison, Famous Players, Pathe and other productions. Among the more notable productions in which he has been seen are "The Thunderbolt," "Behind the Door," "Homespun Folks," "The Bait" and others. He has a naval officer's role in "On the High Seas."

Alice Knowland is Popular

Alice Knowland was born in Fort Fairfield, Me., in 1879. She was on the stage for ten years and several years ago began motion picture work. Some of the pictures in which she scored are "Satan Jr.," "Parish Priest," "Rustling a Bride," "The Heart Line" and "Partners of the Tide," the latter an Irvin Willat production. Has an excellent role in "On the High Seas."

For Your Mail Campaign

If you have a mailing list, the following letter and post card may be useful to you. Send them to your patrons.

(Letter)

Dear Miss Williams:—

A tremendous Paramount picture—an Irvin Willat production—"On the High Seas," featuring Dorothy Dalton and Jack Holt, Paramount stars, and supported by Mitchell Lewis, will be the attraction at the theatre next

This is an epic of the ocean, filled with scenes that will live long in your memory. It presents the three players named in a stirring story that will charm and thrill you and give you a new angle on the eternal triangle as applied to those who go down to the sea in ships. It is a screen novelty in its way and will be a source of delight to you.

Of course, you'll come at some showing during the days' run of this tremendous photoplay. Don't miss it.

(Postcard)

Dear Miss Williams:—

We beg to remind you that "On the High Seas," a Paramount picture featuring Dorothy Dalton and Jack Holt, popular stars, and interpreted by a splendid supporting cast headed by Mitchell Lewis, will open at the theatre next for a days' run. It is a romance of the sea such as you have never seen before and you will be delighted with it. May we expect you?

The featured players in this production are screen stars of the highest reputation. Dorothy Dalton, with a long record of successes, whose recent picture, "The Siren Call," is compared favorably with her first great success, "The Flame of the Yukon," has a large following of admirers. She is a talented and conscientious worker and her personal magnetism is largely responsible for her vogue.

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The Scenarist

A scenarist of unusual ability, as the script of "On the High Seas" amply indicates, is E. Magnus Ingleton. Miss Ingleton formerly was scenarist with the Thomas H. Ince forces and she made the adaptations of several of Douglas MacLean's comedies released by Paramount. That she is thoroughly conversant with the requirements of her art, "On the High Seas" amply proves. Every scene of this tremendous marine story has been picturized with fidelity to truth and with the most brilliant results.

A Thrilling Story

Leone Deveraux, a wealthy young woman is returning from the Orient to San Francisco. One night fire breaks out in the hold and it is necessary to abandon the ship. Leone is late in responding and when she reaches the deck, she finds herself alone and faint.

Jim Dorn and Joe Polack, stokers, who also have been left, find Leone and Jim places her in a boat which they launch barely in time to escape death at the hands of a derelict. After three days in the boat, a derelict is sighted, but when they reach the vessel, they discover that it is a plague ship filled with corpses. They cast these overboard and make the vessel habitable. Leone finds a black kitten which she cherishes. Polack casts envious eyes upon Leone and one night, in a fierce storm, he enters her room and is about to attack her when Jim appears. They battle fiercely and Jim is the victor.

Leone now realizes that she loves Jim. The derelict springs a leak and they embrace as the water rises up about them. Polack rushes on deck and is killed by a falling mast. Jim assists Leone, who is carrying the kitten, to the deck just as a battleship approaches. They are rescued with difficulty and the derelict blown up with shells. On reaching California, Leone rejoins her family, leaving Jim whom she has neglected, disconsolate. Harold



DOROTHY DALTON and JACK HOLT
Famous and popular Paramount stars in a thrilling scene in Irvin Willat's Paramount production, "On the High Seas," in which they are featured

Exhibitors should have no hesitancy in exploiting "On the High Seas" to the limit, for the reasons given.

Excellent Supporting Players

While much of the action of the picture taken place on the high seas, and in which Miss Dalton, Mr. Holt and Mr. Lewis, are the most conspicuous figures, there are many scenes ashore in which artists of prominence in the screen world add their efforts to make the picture a success. Winter Hall, who is seen in the role of the father of the heroine, is a favorite with Paramount audiences, and an actor of tested ability. Otto Brower is a well known screen player who has made his reputation in notable productions, and as a nautical officer, he is unrivalled. William Boyd is a juvenile of exceptional worth, and James Gordon has been seen in many notable productions. Michael Dark, Alice Knowland and Vernon Tremaine are well cast and acquit themselves creditably in their respective roles.

Use the Accessories

An extensive line of accessories has been prepared for this picture, all of which are shown in this Press Sheet. The advertising and scene cuts on Page 2, are of that kind best calculated to attract picture fans, while the posters, lobby cards and other matter on the back cover are sure to pack your theatre if properly distributed about your town.

"On the High Seas" is a thrilling picture which you can advertise to the limit as one of the best Paramounts you have ever shown at your theatre.

Notable Paramount Stars in Notable Paramount Pictures

Dorothy Dalton's Successes

"The Flame of the Yukon"
"The Crimson Challenge"
"The Woman Who Walked Alone"
"The Siren Call"

Dorothy Dalton and Jack Holt

Featured in Irvin Willat's Production
"ON THE HIGH SEAS"
Supported by Mitchell Lewis
An Epic of the High Seas

Jack Holt's Vehicles

"The Man Unconquerable"
"North of the Rio Grande"
"While Satan Sleeps"
"The Call of the North"

The Exhibitor Who Books These Pictures Will Book Sure-Fire Hits.

masked man leaps out of another machine and seizing her, forces her into his automobile which speeds away. Leone recognizes in her abductor, Jim, and she is overjoyed. They come to a fine mansion and Jim tells her it is the home of his future bride. A clergyman is awaiting them and their wedding follows, just as Leone's father and brother appear. As the secret of Jim's high social position and wealth is revealed, and all congratulate each other, Van Allen, disappointed, leaves the church, the doors of which are closed. The black kitten enjoys a banquet in the kitchen, while Jim embraces his bride.

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Beautifully photographed, these scenes stand out with cameo-like clearness. They have been admirably directed and they are without exception artistically presented.

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A Bottle Stunt

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ON THE HIGH SEAS

"Only two days water left — boat leaking badly — Miss almost unconscious — left steamer afire five days ago — stoker threatened murder during the morning — hope my strength will hold out — think we are about Latitude Longitude now — will the finder of this please take it to number Street Heaven help us if we do not sight something tomorrow.

Jim

The dotted lines can refer to particulars which will be supposed to have been blotted out or smeared by exposure and which, for fear of being taken seriously, can best be left out. The address of On the High Seas at the top can be made to stand out prominently. The address indicated can be filled in as the actual address of your theatre, thus bringing inquiries directly to you. Tip off your newspaper to the stunt and a whole lot of good publicity should result.

The Triangle Theme

You might take one of glass and, in the shape of a triangle, have reproduced likenesses of Dorothy Dalton, Jack Holt and Mitchell Lewis on it. Miss Dalton will, of course, be at the top, and in the centre can be the message:—"Come and see the problem of the Eternal Triangle worked out to a sensational ending on board a sinking schooner in mid-ocean." Behind this sheet of glass, which will be suitably enclosed, there can be placed a strong white light, while the entire device will make a most attractive lobby display. Or it might be used for a window display in some prominent shop, in which case an announcement of the picture, and where it is showing can be displayed along with it.

Suggestions for Prologue

The picture being essentially of a nautical character you will naturally want your prologue to reflect this atmosphere. Secure the services of a good bass singer to render songs of the sea of the type of "Rocked in the Cradle of the Deep," or any others which he may know. Have him attired as a sailor on board a schooner might be, and if you could secure a length of film showing a storm at sea or waves breaking onto the shore, and project it on the screen behind him, so much the better. Maybe a good male quartette is available, in which case the same procedure could be followed.

Another way to gain the nautical atmosphere would be to have a dancer dance the sailor's hornpipe and attired, of course, in a sailor's uniform. An appropriate drop curtain, painted to represent either a sea scene or the interior or deck of a ship, also would help greatly in creating the atmosphere.



"On the High Seas" FINE ASSORTMENT OF PRESS ADS

Note to Exhibitors: Your Paramount exchange has mats and electros of the advertisements and scene cuts illustrated below. Ask for them by numbers under each cut. Price List on Page 4.



ADOLPH ZUKOR PRESENTS

"ON THE HIGH SEAS"

WITH DOROTHY DALTON AND JACK HOLT
SUPPORTED BY MITCHELL LEWIS



a Paramount Picture

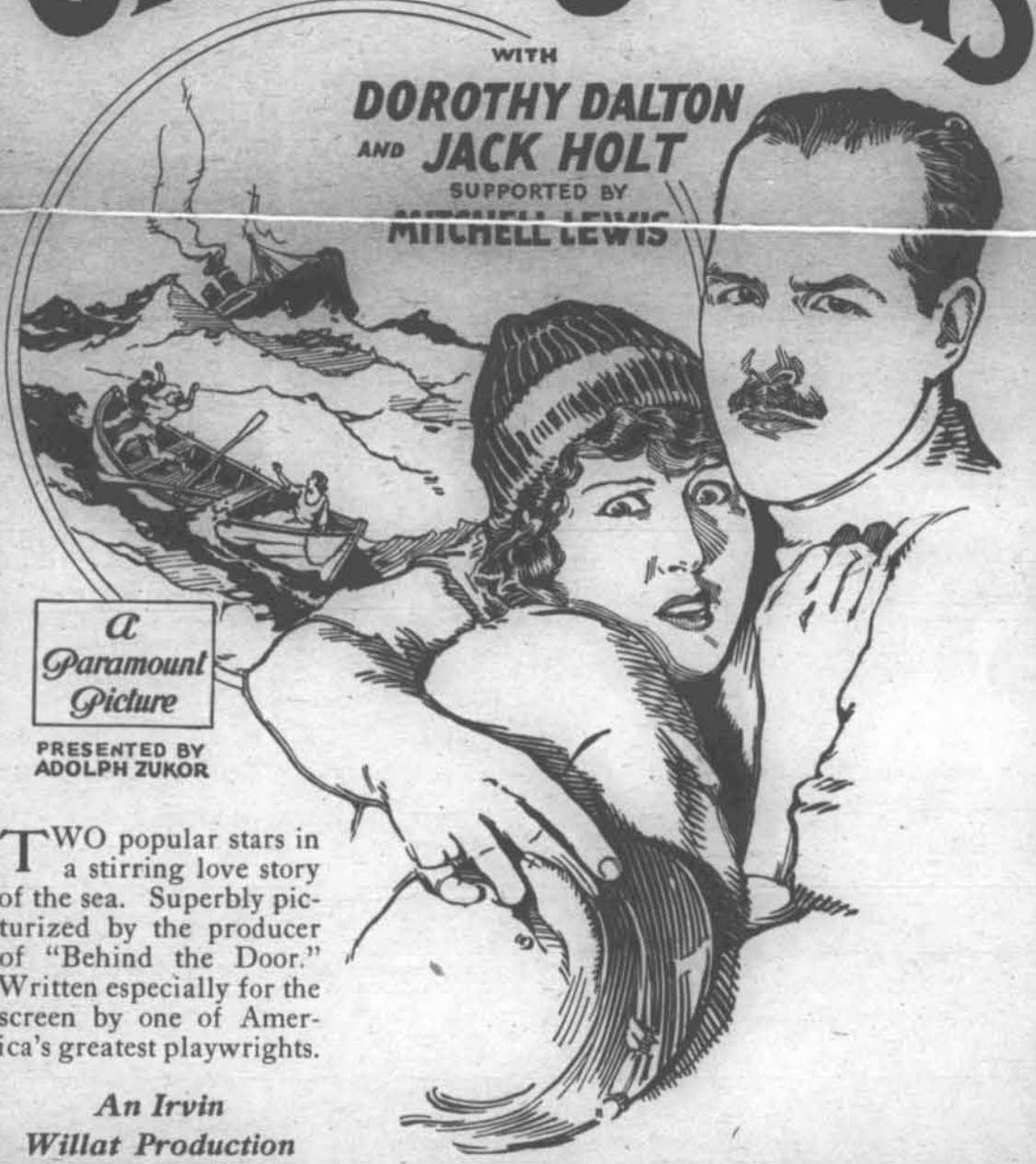
FACING death in an open boat on the storm-swept Pacific—a pampered society belle and two brutal stokers—
That's the first of the torrent of thrills in this greatest of all sea romances.
Two famous stars in a drama written especially for them by one of America's foremost playwrights. An entertainment of breathless appeal; a picture you'll be proud to tell your friends about.

An Irvin Willat Production — Story by Edward Sheldon — Scenario by E. Magnus Ingleton

Four-Column Newspaper Advertisement—4-A

"On the High Seas"

WITH DOROTHY DALTON AND JACK HOLT
SUPPORTED BY MITCHELL LEWIS



a Paramount Picture

PRESENTED BY ADOLPH ZUKOR

TWO popular stars in a stirring love story of the sea. Superbly picturized by the producer of "Behind the Door." Written especially for the screen by one of America's greatest playwrights.

An Irvin Willat Production

From the Popular Story by Edward Sheldon — Scenario by E. Magnus Ingleton

Three-Column Press Ad—3-A

Greatest of All Sea Romances!



An Irvin Willat Production

ADOLPH ZUKOR PRESENTS

"ON THE HIGH SEAS"

WITH DOROTHY DALTON AND JACK HOLT
SUPPORTED BY MITCHELL LEWIS

DO you like the shape of the four-column ad above? Many exhibitors tell us that they prefer it to a deeper ad. It can, of course, be made deeper by adding more copy.

THEATRE



ADOLPH ZUKOR PRESENTS

"ON THE HIGH SEAS"

THEATRE

"ON THE HIGH SEAS"

with Dorothy Dalton and Jack Holt
Supported by Mitchell Lewis
It's a Paramount

Type Ad

Love Awaits

"ON THE HIGH SEAS"

Feaser Ad

A Paramount Picture

"ON THE HIGH SEAS"

with Dorothy Dalton and Jack Holt

THEATRE ALL THIS WEEK NOON TO 11

ADOLPH ZUKOR PRESENTS

"ON THE HIGH SEAS"

WITH DOROTHY DALTON AND JACK HOLT
SUPPORTED BY MITCHELL LEWIS



a Paramount Picture

AN exciting love-melodrama of the sea. With Dorothy Dalton as a pampered society beauty and Jack Holt as the rough stoker she falls in love

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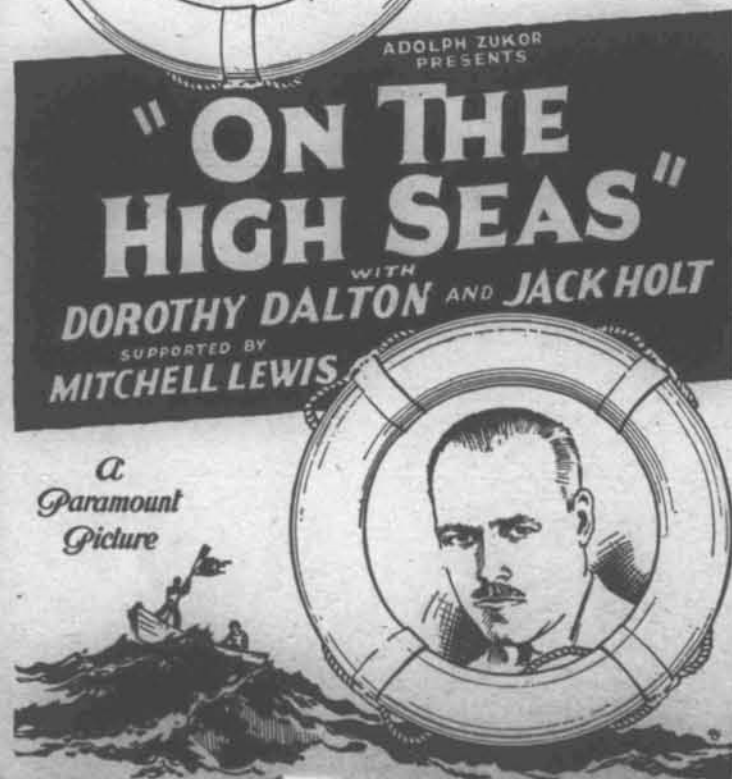
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Four-Column Newspaper Advertisement—4-A

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THEATRE
"ON THE HIGH SEAS"

with
Dorothy Dalton
and
Jack Holt
Supported by
Mitchell Lewis
It's a Paramount
Type Ad

Love Awaits
"ON THE HIGH SEAS"

Teaser Ad

A Paramount Picture

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with

Dorothy
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and
Jack
HOLT

Supported by Mitchell Lewis

Type Ad

THEATRE ALL THIS WEEK
NOON TO 11



AN exciting love-melodrama of the sea. With Dorothy Dalton as a pampered society beauty and Jack Holt as the rough stoker she falls in love with. A story packed with wild adventure in storm and shipwreck, brilliant with love scenes in luxurious settings. Produced by the man who made "Behind the Door."

An
Irvin
Willat
Production

Two-Column Supplementary Ad—2-AS

Story by Edward Sheldon - Scenario by E. Magnus Ingleton

Two-Column Press Ad—2-A

One-Column Ad—1A



Jack Holt in the
Paramount Picture
"On the High Seas"
Production Cut—1-PB



Dorothy Dalton and Jack Holt in the
Paramount Picture "On the High Seas"
Production Cut—2P

MORE ADS

You can make more ads from the scene cuts on the left and right by just adding copy and border. The 3-column scene cut will make a dandy half-tone



Jack Holt, Dorothy Dalton and Mitchell Lewis
in the Paramount Picture "On the High Seas"
Production Cut—3-P



Dorothy Dalton
in the Paramount Picture
"On the High Seas"
Production Cut—1-PA

Washington, D. C.

October 23, 1922

The Register of Copyrights,
Washington, D. C.

40989 OCT 23 1922

Dear Sir:-

I herewith respectfully request the return of the
following named motion picture films deposited by me for
registration of copyright in the name of
Famous Players Lasky Corporation

✓ ON THE HIGH SEAS (6 reels)

Respectfully

FULTON BRYLAWSKI

The Famous Players Lasky Corporation hereby acknowledges
the receipt of two copies each of the motion pictures
deposited and registered in the Copyright Office as follows:

<u>Title</u>	<u>Date Deposited</u>	<u>Registration</u>
ON THE HIGH SEAS	10/23/1922	L. Oct 18331

The return of the above copies was requested by the said
Company by its agent and attorney on the 23 day of October
1922, and the said Fulton Brylawski, for himself, and as
the duly authorized agent and attorney of the said
company, hereby acknowledges the delivery to him of said
copies and the receipt thereof.

12 Copies Returned
OCT 26 1922
Delivered in person

Fulton Brylawski

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<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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